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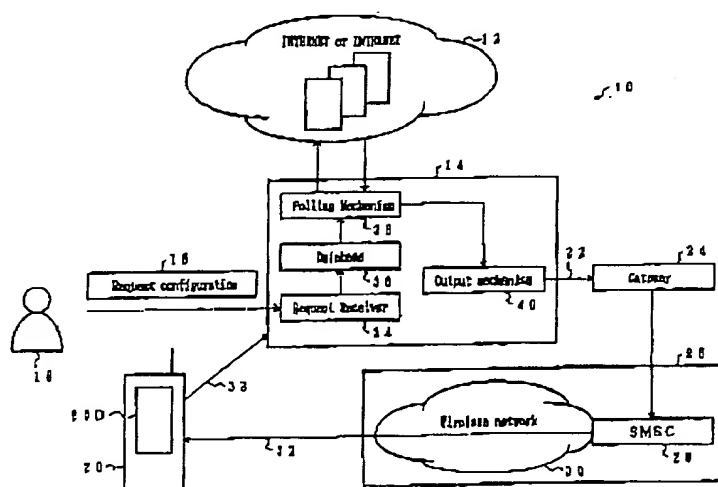
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(54) **System for extracting and relaying web page information and method**

(57) A system for extracting and relaying web page information having a connection to a communications network includes a polling mechanism for polling the communications network to find changes in the area-of-interest; and an output mechanism for transmitting changed information to the user. A method of extracting and relaying web page information to a user as the web page information changes includes identifying an area-of-interest on a web page; polling the web page; determining if information in the area-of-interest has changed according to a predetermined criteria; and transmitting changed information only to a user when the information changes.

FIG. 1

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PCT

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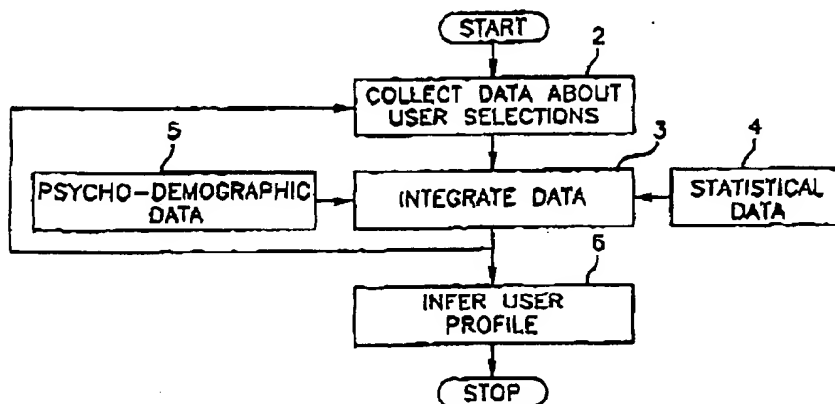
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(54) Title: SMART AGENT BASED ON HABIT, STATISTICAL INFERENCE AND PSYCHO-DEMOGRAPHIC PROFILING

(57) Abstract

A smart agent (SA) is provided which resides locally in a local client device and by iterative means integrates the habit, statistics and psycho-demographic information of a user to infer the user's preferences. The SA may also utilize the preferences to filter information delivered to the local device. The invention further discloses a means of collecting, combining, integrating and inferring information from the user to arrive at a psycho-demographic profile of the user, and a means of utilizing such psycho-demographic profile to select or filter information delivered to the user, thereby achieving targeting. The invention also discloses a means of classifying and identifying the information delivered so that it can be matched, filtered or selected.